

1-0/11/03

Dialog

File 344:Chinese Patents Abs Aug 1985-2003/Apr  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Jun(Updated 031006)  
(c) 2003 JPO & JAPIO  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200367  
(c) 2003 Thomson Derwent  
File 348:EUROPEAN PATENTS 1978-2003/Oct W02  
(c) 2003 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20031016,UT=20031009  
(c) 2003 WIPO/Univentio  
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(c)2003 Info.Sources Inc  
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File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Sep  
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File 233:Internet & Personal Comp. Abs. 1981-2003/Jul  
(c) 2003, EBSCO Pub.  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group  
File 474:New York Times Abs 1969-2003/Oct 17  
(c) 2003 The New York Times  
File 475:Wall Street Journal Abs 1973-2003/Oct 17  
(c) 2003 The New York Times  
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(c) 1999 The Gale Group  
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(c) 2003 The Gale Group  
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(c) 2003 Resp. DB Svcs.  
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File 610:Business Wire 1999-2003/Oct 20  
(c) 2003 Business Wire.  
File 613:PR Newswire 1999-2003/Oct 20  
(c) 2003 PR Newswire Association Inc  
File 624:McGraw-Hill Publications 1985-2003/Oct 17  
(c) 2003 McGraw-Hill Co. Inc  
File 634:San Jose Mercury Jun 1985-2003/Oct 18  
(c) 2003 San Jose Mercury News  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc  
File 570:Gale Group MARS(R) 1984-2003/Oct 20  
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File 47:Gale Group Magazine DB(TM) 1959-2003/Oct 16

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 File 635:Business Dateline(R) 1985-2003/Oct 18  
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 (c) 2003 Irish Times  
 File 710:Times/Sun.Times(London) Jun 1988-2003/Oct 18  
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 (c) 2003 Newspaper Publ. PLC  
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 (c) 2003 Telegraph Group  
 File 757:Mirror Publications/Independent Newspapers 2000-2003/Oct 20  
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 (c) format only 2003 The Dialog Corp.  
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 (c) 2003 J. Whitaker & Sons Ltd.  
 File 483:Newspaper Abs Daily 1986-2003/Oct 17  
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 ?ds

Set	Items	Description
S1	105932	(INTERACTIVE? OR DYNAMIC?) (5N) (WEBPAGE? OR WEBSITE? OR WEB- ( ) (PAGE? OR SITE?))
S2	23723492	(CAMPAIGN OR CAMPAIGNS OR MARKETING OR ADVERTIS? OR PRESEN- TATION? OR SPECIAL? ? OR BANNER? OR PROMOTION?)
S3	17276	S2(3N) (TEMPLATE? OR CONTAINER? OR (PREDEFINED OR PREDETERM- INED OR PREESTABLISH? OR PRESET?) (3W) FORMAT? ?)
S4	17028223	(RENT? OR LEASE OR LEASED OR LEASES OR LEASING OR REUSABLE? OR REUS? ? OR REUSING? OR SHARE? ? OR SHARING)
S5	9	S1(8N)S3
S6	5	RD (unique items)
S7	7472	S1(5N)S2
S8	25	S7(5N)S4
S9	25	S8 NOT S6
S10	11	RD (unique items)
S11	158	(WEBPAGE? OR WEBSITE? OR WEB() (PAGE? OR SITE?)) (5N)S3
S12	5	S11(10N)S4
S13	3	S12 NOT (S6 OR S10)
S14	1	RD (unique items)
?		

*all considered*

6/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00818658 \*\*Image available\*\*

**A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION  
SYSTEME ET PROCEDE PERMETTANT DE FOURNIR UNE PRESENTATION COMMERCIALE  
DISTRIBUEE**

Patent Applicant/Assignee:

ANNUNCIO SOFTWARE, 2440 West El Camino Real, Suite 300, Mountain View, CA  
94040, US, US (Residence), US (Nationality)

Inventor(s):

XIA Chun, 3003 Country Club Court, Palo Alto, CA 94344, US,  
LI Yufeng, 2310 Alcalde Street, Santa Clara, CA 95054, US,  
BO Li, 898 Windmill Park Lane, Mountain View, CA 94043, US,  
ZHU Victor S, 10 Mulberry Court #7, Belmont, CA 94002, US,  
LI Yang, 46728 Crawford Street, #12, Fremont, CA 94539, US,

Legal Representative:

YI Susan C (agent), Ritter, Van Pelt & Yi LLP, 4906 El Camino Real, Suite  
205, Los Altos, CA 94022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200152165 A1 20010719 (WO 0152165)

Application: WO 2001US525 20010108 (PCT/WO US0100525)

Priority Application: US 2000175869 20000112; US 2000483388 20000113; US  
2000483175 20000113

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8435

Fulltext Availability:

Claims

Claim

... the marketing object container shown on the web page (step 308). In  
this manner, a **web page** is **dynamically** changed by changing the  
marketing objects of a **marketing object container** within the web page  
without changing the rest of the web page. Figures 4a-4b...000 times,  
etc. The objects

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associated with selected offers are then displayed in the **marketing  
object container** (step 628). In this manner, **dynamic** binding occurs  
in a **web page** such that the marketing objects of the **marketing  
object containers** are dynamically changed so that the content shown  
through the marketing object containers can be...

6/3,K/2 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00818609 \*\*Image available\*\*

**METHOD OF A MARKETING PRESENTATION  
PROCEDE PERMETTANT D'EFFECTUER UNE PRESENTATION MARKETING**

Patent Applicant/Assignee:

ANNUNCIO SOFTWARE, 2440 West El Camino Real, Suite 300, Mountain View, CA  
94040, US, US (Residence), US (Nationality)

Inventor(s):

XIA Chun, 3003 Country Club Court, Palo Alto, CA 94304, US,  
BO Lin, 898 Windmill Park Lane, Mountain View, CA 94043, US,  
YUFENG Li, 2310 Alcalde Street, Santa Clara, Ca 95054, US,  
LI Yang, 46728 Crawford Street, #12, Fremont, CA 94539, US,

Legal Representative:

YI Susan C (agent), Ritter, Van Pelt & Yi LLP, Suite 205, 4906 El Camino  
Real, Los Altos, CA 94022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200152103 A1 20010719 (WO 0152103)  
Application: WO 2001US523 20010108 (PCT/WO US0100523)  
Priority Application: US 2000175869 20000112; US 2000483175 20000113; US  
2000483388 20000113

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8489

Fulltext Availability:

Detailed Description

Detailed Description

... the marketing object container shown on the web page (step 308). In  
this manner, a **web page** is **dynamically** changed by changing the  
marketing objects of a **marketing object container** within the web page  
without changing the rest of the web page.

Figures 4a-4b...5,000 times, etc. The objects associated with selected  
offers are then displayed in the **marketing object container** (step  
628).

In this manner, **dynamic** binding occurs in a **web page** such that the  
marketing objects of the **marketing object containers** are dynamically  
changed so that the content shown through the marketing object containers  
can be...

6/3,K/3 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

07067143 Supplier Number: 59581260 (USE FORMAT 7 FOR FULLTEXT)

**Annuncio Live 2 Raises the Bar for Sophisticated, High-Volume e-Marketing;**

**Annuncio Live 2 Delivers Unmatched Ease-of-Use, Reliability and  
Scalability.**

Business Wire, p1189

Feb 22, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 865

... Marketers creating high-impact web  
documents can now do so with just a few clicks. **Dynamically**  
merging standard **web site templates** with **campaign**  
web documents  
makes it easier to create and maintain consistent, high quality  
web documents throughout...

6/3,K/4 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

04511829 Supplier Number: 58269487 (USE FORMAT 7 FOR FULLTEXT)  
-ZY.COM: ZY.com announce new web features for the new millennium.  
M2 Presswire, pNA  
Dec 15, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 759

... will now benefit from additional features and a wider range of  
fully customisable web page **templates**, graphic and **banner** designs to  
give their **web pages** a **dynamic** new look for the Millennium.  
Nova Fisher, Marketing Director said "We are committed to providing  
...

6/3,K/5 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1269692 Supplier Number: 01269692 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**MediaShare ships publishing software**  
(MediaShare Corp has released ProductBase version 3.0 that builds a  
database of multimedia information and publishes it to interactive  
applications)  
Interactive Age, v 2, n 22, p 20  
August 28, 1995  
DOCUMENT TYPE: Journal ISSN: 1080-4927 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 248

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...companies to build a digital repository of multimedia information that  
can be repurposed via preset **templates** to create interactive **marketing**  
tools, electronic catalogs, **interactive** selling systems, electronic  
brochures and **Web sites**, said Steven McAllister, vice president of  
marketing at MediaShare, based here.

ProductBase is available today...

10/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00401984 \*\*Image available\*\*  
METHOD AND APPARATUS FOR COORDINATING INTERNET MULTI-MEDIA CONTENT WITH  
TELEPHONE AND AUDIO COMMUNICATIONS  
PROCEDE DE COORDINATION D'UN CONTENU MULTIMEDIA D'INTERNET ET DE  
COMMUNICATIONS TELEPHONQUES ET VOCALES ET APPAREIL CORRESPONDANT

Patent Applicant/Assignee:

WEBLINE COMMUNICATIONS CORPORATION,

Inventor(s):

ROBERTS Pasha,  
HONORE Francis A,  
BHATHENA Firdaus,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9742728 A2 19971113

Application: WO 97US7740 19970507 (PCT/WO US9707740)

Priority Application: US 9617027 19960507

Designated States: AU CA CN IL JP KR SG AT BE CH DE DK ES FI FR GB GR IE IT  
LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 15268

Fulltext Availability:

Detailed Description

Detailed Description

... user view 90 a copy of the HTML file at www.webline-services.com. The  
**shared** content can include **web** **pages** .

files. application images, **advertisements** , **interactive** forms data. or  
application data among any other form of data that can be captured...

10/3,K/2 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09191666  
south sea development and china rich make agreement  
HONG KONG: OUTBLAZE JOINS STAR TV IN INTERNET  
Sing Tao Daily (XKL) 07 Sep 1999 p.b1  
Language: CHINESE

... Internet services such as e-mail service, information, discussion group  
etc to Star TV's **interactive** **web** **site** . Both parties will **share**  
**advertising** revenue from the web site. And Star TV can make use of the  
web site...

10/3,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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08165693 Supplier Number: 68323179 (USE FORMAT 7 FOR FULLTEXT)  
**Preventing Art Attacks. (insurance against art theft)**  
Bowers, Barbara  
Best's Review, v101, n8, p70  
Dec, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 3205

... fine-art insurers grow, these insurers are compelled to enhance service and experiment with new **marketing** techniques--such as educational or **interactive Web sites** --to retain or grow market **share** .

"The fine-art insurance market is highly competitive among brokers and the carriers, as capacity...

10/3,K/4 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

07624903 Supplier Number: 63606555 (USE FORMAT 7 FOR FULLTEXT)

**Halfbrain.com releases Brainstorm.(Brief Article)**

Selling, p5

May, 2000

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Newsletter; Trade

Word Count: 95

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...gap between developing presentations and the Web, was created to enable users to generate and **share** ideas online through a **presentation** interface. Written in **Dynamic HTML**, Brainstorm is a **web page** that can be accessed and updated by the click of a URL. Its features include...

10/3,K/5 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07330962 Supplier Number: 62080960 (USE FORMAT 7 FOR FULLTEXT)

**Web-Based Communications Provider WebEx Joins The Oracle(R) Portal Partner Initiative.**

PR Newswire, pNA

May 15, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 476

... offered as portlets through the new Oracle Enterprise Portal framework. WebEx provides a range of **interactive** communications services to **websites** including **presentation** , document and application **sharing** ; polling; text chat; video; call-in/call-out teleconferencing; and voice over IP.

"The Internet...

10/3,K/6 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

06613410 Supplier Number: 55664683

**HONG KONG: OUTBLAZE JOINS STAR TV IN INTERNET.**

Sing Tao Daily, p1

Sept 7, 1999

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...Internet services such as e-mail service, information, discussion group etc to Star TV's **interactive web site** . Both parties will **share advertising** revenue from the web site. And Star TV can make use of the web site...

10/3,K/7 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05592458 Supplier Number: 48464975 (USE FORMAT 7 FOR FULLTEXT)

**Metadata: The Matchmaker of the Web**

Neil, Stephanie

PC Week, p87

May 4, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; General Trade

Word Count: 1423

... include metatags to ensure top ranking in search engines," says Ced Simpson, director of Internet **marketing** at Renaissance **Interactive**, which is hosting a **Web site** for Island Getaway Ltd., a **rental** property resort in Hilton Head, S.C. The search engines that can handle indexing of...

10/3,K/8 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05499206 Supplier Number: 48333010 (USE FORMAT 7 FOR FULLTEXT)

**Sun Woos Software Developers With Powerful, Cost-effective  
Hardware/software Development Environment.**

Business Wire, p03030204

March 3, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1311

... animation, sound and drawing, to speed assembly of a rich variety of applications from exciting, **dynamic web pages** to formal **presentations**. Through **reuse** JavaBean components greatly reduce the development cost and testing of new programs.

Also included in...

10/3,K/9 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

09938593 SUPPLIER NUMBER: 20095576 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Interactive advertising: A new shift in commercial real estate  
marketing. (Energy, Technology & Conservation)**

Florance, Andrew C.

Real Estate Weekly, v44, n11, pS10(1)

Oct 15, 1997

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1184 LINE COUNT: 00101

... ran a CoStar advertisement to get the building on brokers' short list, they use their **web site** to remain on the list.

**Interactive** database **advertising** complemented by passive **web site marketing** provide comprehensive technology-based **campaigns** to reach brokers and effectively **lease** space in buildings. Realty Information Group is leading the way for commercial real estate to...

10/3,K/10 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)



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03837248      Supplier Number: 48335442    (USE FORMAT 7 FOR FULLTEXT)  
**SUN MICROSYSTEMS: Award-winning development tools for power hungry Sun  
workstation users**  
M2 Presswire, pN/A  
March 4, 1998  
Language: English      Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count:    1221

...      animation, sound and drawing, to speed assembly of a rich variety  
of applications from exciting, **dynamic web pages** to formal  
**presentations** . Through **reuse** JavaBean components greatly reduce the  
development cost and testing of new programs.

Also included in...

**10/3,K/11      (Item 1 from file: 810)**  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0936947    BW1426

**COX INTERACTIVE: Cox Interactive Media Partners with KGTV Channel 10**

November 10, 1998

Byline:              Business Editors & Technology Writers

...1998--KGTV Channel 10 and  
Cox Interactive Media (CIM) have formed an exclusive partnership for  
**sharing** content and joint **promotion** between the two companies' **Web  
sites** .

Under the partnership, Cox **Interactive** Media has designated KGTV  
Channel 10 as the exclusive broadcast television news provider for  
Cox...

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14/3,K/1 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

09863115 SUPPLIER NUMBER: 19979616 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Net-It Central 2.0 eases file sharing. (Net-It Software) (PC Week Labs)**  
**(Software Review) (Evaluation)**

Sullivan, Eamonn

PC Week, v14, n47, p29(2)

Nov 10, 1997

DOCUMENT TYPE: Evaluation ISSN: 0740-1604 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1165 LINE COUNT: 00092

...ABSTRACT: makes a Web page for showing the documents. The software lets users quickly and easily **share** reports, documents and **presentations** .

Four **templates** are included for building the **Web site** that holds the documents, and the templates may be modified with corporate logos and other

...

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10/17/03

Dialog

File 344:Chinese Patents Aug 1985-2003/Apr  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Jun(Updated 031006)  
(c) 2003 JPO & JAPIO  
File 350:Derwent WPIX 1963-2003/UD,UM &UP=200367  
(c) 2003 Thomson Derwent  
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File 349:PCT FULLTEXT 1979-2002/UB=20031016,UT=20031009  
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(c) 2003 Institution of Electrical Engineers  
File 35:Disseration Abs Online 1861-2003/Sep  
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(c) 2003 The New York Times  
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(c) 1999 PR Newswire Association Inc  
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(c) 2003 The Gale Group  
File 47:Gale Group Magazine DB(TM) 1959-2003/Oct 16

(c) 2003 The Gale Group  
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 File 710:Times/Sun.Times(London) Jun 1988-2003/Oct 18  
 (c) 2003 Times Newspapers  
 File 711:Independent(London) Sep 1988-2003/Oct 18  
 (c) 2003 Newspaper Publ. PLC  
 File 756:Daily/Sunday Telegraph 2000-2003/Oct 20  
 (c) 2003 Telegraph Group  
 File 757:Mirror Publications/Independent Newspapers 2000-2003/Oct 20  
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 File 120:U.S. Copyrights 1978-2003/Oct  
 (c) format only 2003 The Dialog Corp.  
 File 426:LCMARC-Books 1968-2003/Oct W2  
 (c) format only 2003 Dialog Corporation  
 File 430:British Books in Print 2003/Oct W1  
 (c) 2003 J. Whitaker & Sons Ltd.  
 File 483:Newspaper Abs Daily 1986-2003/Oct 17  
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?ds

Set	Items	Description
S1	105932	(INTERACTIVE? OR DYNAMIC?) (5N) (WEBPAGE? OR WEBSITE? OR WEB- ( ) (PAGE? OR SITE?))
S2	23723492	(CAMPAIGN OR CAMPAIGNS OR MARKETING OR ADVERTIS? OR PRESEN- TATION? OR SPECIAL? ? OR BANNER? OR PROMOTION?)
S3	17276	S2(3N) (TEMPLATE? OR CONTAINER? OR (PREDEFINED OR PREDETERM- INED OR PREESTABLISH? OR PRESET?) (3W) FORMAT? ?)
S4	17028223	(RENT? OR LEASE OR LEASED OR LEASES OR LEASING OR REUSABLE? OR REUS? ? OR REUSING? OR SHARE? ? OR SHARING)
S5	9	S1(8N)S3
S6	5	RD (unique items)
S7	7472	S1(5N)S2
S8	25	S7(5N)S4
S9	25	S8 NOT S6
S10	11	RD (unique items)
S11	158	(WEBPAGE? OR WEBSITE? OR WEB() (PAGE? OR SITE?)) (5N)S3
S12	5	S11(10N)S4
S13	3	S12 NOT (S6 OR S10)
S14	1	RD (unique items)
?		

*all considered*

9/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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09525659 Supplier Number: 70429705 (USE FORMAT 7 FOR FULLTEXT)

**National Activities.**

Public Broadcasting Report, v23, n3, pNA  
Feb 9, 2001

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 2047

... Gen. Mgr. Bill Rose called figures "amazing" given newness of Internet. -----

U.S. deployment of **interactive TV** (ITV) is lagging far behind other regions, especially Western Europe, and industry needs to develop...

...1,000 impression model to cost per click-through, cost per lead and cost per **sale models** as ITV successfully combines traditional branding-building of broadcast advertising with direct marketing-based features...

...5 million. Company said 63% of consumers with access to Wink content use it at **least** monthly. Average Wink household clicks to get added information 6.4 times monthly and 40...

9/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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09523621 Supplier Number: 69838557 (USE FORMAT 7 FOR FULLTEXT)

**DBS Conference Notebook... (Company Business and Marketing)**

Communications Daily, v21, n23, pNA  
Feb 2, 2001

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 251

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

U.S. deployment of **interactive TV** (ITV) is lagging far behind other regions, especially Western Europe, and industry needs to develop...

...1,000 impression model to cost per click-through, cost per lead and cost per **sale models** as ITV successfully combines traditional branding-building of broadcast advertising with direct marketing-based features...

...5 million. Company said 63% of consumers with access to Wink content use it at **least** monthly. Average Wink household clicks to get added information 6.4 times monthly and 40...

9/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06171132 Supplier Number: 54012914 (USE FORMAT 7 FOR FULLTEXT)

**Banks Ponder The Power Of New Internet Gadgets.**

Bank Technology News, pNA  
Feb, 1999

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2676

TEXT:

...meet the needs of their customers wherever and whenever they desire them. For now, at **least**, online trading companies have been leading have gotten a jump on banks in the wireless...

...difficult nor outrageously expensive to build wireless or remote channels that can link back to **dynamic Web sites** banks have spent megabucks to produce. Low-cost solution Wireless and other remote access technology...cleared and get details of the last five transactions by touching their stylus to a **special BofA icon** on their pocket PC, and punching in an access code. The system is expected to...

...Inc., Bank of America, Intuit announced the formation of a joint venture company to develop **interactive** cable **TV** banking projects. The company also was considering delivering financial services over high-speed cable modems...

...Bank of America is continuing to have discussions with TCI regarding providing financial services our **interactive TV**," the spokesman says. "We are still very interested in **interactive TV** as an emerging delivery channel for financial products and services." Of course, the \$64,000...in full sync with consumer demand for anytime/anywhere banking services. It will take at **least** eight years to fully develop the bank-in-your-pocket concept, says John Treadway, manager...

...must-have" for customers? Banks are definitely optimistic, said PowerTV's Rodgers. Some banks believe **interactive TV** will champion over all other wireless communications, allowing banks to snare new customers and better...